

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES
February 12, 2008
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Duke Gallagher, Secretary/Treasurer, The Production Group
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
George Abou-Daoud, Bowery Street Enterprises
Shake Bakalyan, Wells Fargo Bank
Craig Donahue, The Donahue Group
Susan Durante, Los Angeles Film School
Brad Folb, Paramount Contractors
Ryan Harter, CIM Group
Richard Inouye, Tribune
Darcy Judd, Robertson Properties Group
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

None

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting

Guests

Samvel Kbushyan, Gasa International

Annual Meeting

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:04 P.M.

2. Opening Remarks

Dirk Degraeve acknowledged and thanked exiting board members Steve Auer and Nick Salamone for their service and contributions to the board over the past year.

3. Report from Nominating Committee

A. Election of Directors: Father Michael Mandala as the Nominating Committee Chair, explained that the nominating committee had interviewed four potential candidates for the board and have selected two of those individuals interviewed to be added to the existing slate of 13 nominees. The two new nominees for the Board proposed by the Nominating Committee are Brent Gaulke and Richard Falzone. Father Mike then presented the following slate of 15 nominees to the Central Hollywood Coalition Board of Directors to serve a one-year term:

George Abou-Daoud	Brent Gaulke
Shake Bakalyan	Ryan Harter
Craig Donahue	Richard Inouye
Susan Durante	Darcy Judd
Richard Falzone	Carol Massie
Brad Folb	Father Michael Mandala
Duke Gallagher	Michael Pogorzelski
	Fred Rosenthal

It was moved by Father Michael Mandala, seconded by Susan Durante and CARRIED to approve the proposed slate of 15 board members for the 2008-2009 CHC Board of Directors. Unanimously approved.

B. Election of Officers: The board proposed that Father Michael Mandala as Nominating Committee Chair would send an email out to the entire board, including the two newly-elected members, to solicit names for the four officer positions of the CHC Board: President, Vice President, Secretary and Treasurer. The names will have to be submitted in email to Father Mandala no later than February 21, 2008. The list of nominees will be brought to the March 11, 2008 Board Meeting to have those directors present vote on the slate.

4. Appointment of Standing Committees and Chairpeople

This was deferred until the March 11, 2008 Board Meeting when new directors would be present.

5. Adjournment

The Annual Meeting was adjourned by Board President Dirk Degraeve at 4:26 P.M.

Monthly Business Meeting

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:26 P.M.

2. Public Comment

There was no public comment.

3. Approval of Board Minutes

It was moved by Shake Bakalyan, seconded by Carol Massie and CARRIED to approve the minutes from the January 15, 2008 CHC Board Meeting. Unanimously approved.

4. Treasurer's Report

Duke Gallagher reviewed with the board the financials through January 31, 2008. Currently the BID has a total of \$680,505.61 in their account, \$459,017 of which is from collected assessments for the 2008 year. Gallagher also showed the board the projected cash flow for 2008 which showed that the BID is scheduled to receive another installment from the city in February and the final installment in May of this year.

It was moved by Richard Inouye, seconded by Michael Pogorzelski and CARRIED to approve the Treasurer's Report from January 31, 2008. Unanimously approved.

5. Committee and Program Reports

A. Security Committee:

1. Update on Committee and Surveillance Camera: Kerry Morrison reported to the board that the Security Committee will be having their first meeting of the year Thursday, February 14, 2008. Darcy Judd will be chairing the meeting, as HED Chair John Tronson will be absent. Joe Mariani Jr. updated the group on the installation of the surveillance camera at the intersection of Sunset and Vine. Mariani informed the board that the property owner and bank manager of the Bank of America building have verbally approved to having the surveillance camera installed on their building. Mariani is still waiting to talk with Judd and the Arclight theatre to see about possibly mounting a repeater on their building to send the camera's signal to the LAPD station. Once all parties have agreed to host the camera and repeater in writing, the actual installation process can begin.

B. Marketing and Communications:

1. General Update: Katie Zandona informed the board that the Sunset and Vine BID's pole banners were in the process of

being installed along the Boulevard. The Sunset and Vine newsletter would also be going out in the mail this week to property owners and stakeholders in the area. Zandona distributed to the board the Sunset and Vine newly finished fact sheet for the Board's review. The fact sheet will be a part of the BID's press packet materials.

2. Fashion Week: Craig Donahue explained to the Board that a group from Fashion Week L.A. would be coming to Hollywood in late February to visit some potential sites in the area to host the event as it has outgrown its current location. Katie Zandona would be joining Donahue, along with a representative from the Council Office as the potential locations are toured. Donahue encouraged Board members interested in attending this year's fashion week, March 5-9, 2008, to contact him for more information.

C. Streetscape Committee:

1. Street furniture walk-thru: As reported at the last meeting, the city of LA has a coordinated street furniture program, which includes bus shelters, public amenity kiosks, landmark pillars, and public toilets. The program is supported by on-site advertising panels, which help pay for ongoing maintenance as well as revenue for each council district's street furniture fund. Street Services, the division responsible for overseeing this program, has encountered several obstacles, over the past several years, in its attempts to install elements in CD-13. Now, in the face of budgetary limits, the city has a renewed interest in rolling out this program in each council district. HPOA staff created a map identifying all the proposed street furniture locations, which the streetscape committee should examine. HPOA staff and a representative from the HED streetscape committee met with representatives from CD-13, street services, and Viacom Decaux on February 1st for a walk-thru of the HED BID, and several conditions were modified. CRA has asked that the elements proposed in the S & V BID be part of a Phase II as the agency is entering into a contract with a planning firm to create a comprehensive urban design plan for Sunset Blvd., which will include decorative furniture and landscape elements. HPOA staff member, Sarah MacPherson, will be meeting with CD-13 on February 13, 2008 to review the locations and confirm a schedule for implementation and review by the appropriate city departments.

2. Laura Dodson, from the Argyle Civic Association, is in the process of installing the Ovo-control dispensers at key locations throughout Hollywood, to help curb the over-population of pigeons. Dodson has identified several roof-tops in the area and is looking for property owners willing to participate. The Pickford Center and Ametron are among several desirable locations.
3. Urban design plan update: Streetscape Chair Michael Pogorzelski and MacPherson participated in a day-long interview process to select a qualified urban design/planning firm to develop an urban design plan for Sunset Boulevard and the Hollywood Civic Center. The selection committee interviewed four firms, and SMWM was awarded the contract. SMWM is based in San Francisco, but has completed numerous projects worldwide. They focus on studying human activity and implementing design schemes that are site-specific, comprehensive, sustainable and responsive to the needs and wants of the community they serve. Pogorzelski and MacPherson will continue to serve on the Advisory Committee for the project and report back to the board and streetscape committee.
4. Walk-thru with HED streetscape committee: Walk-thru of HED side streets (including those that are adjacent to the S & V BID) on March 7th at 1:30 p.m. – immediately following lunch.
5. Alley walk-thru: MacPherson thanked Carol Massie for participating in the Hollywood Entertainment District's Old Town Pasadena Alley Walk-thru.

6. New Business

A. Scattered Sites Housing Program: Kerry Morrison had recently attended a meeting, along with Board President Dirk Degraeve, at Council President Eric Garcetti's office to discuss homelessness in Hollywood. Sarah Dusseault, Senior Policy Advisor for the Council Office, had asked Degraeve and Morrison to provide public testimony in support of the Scattered Sites initiative which would take homeless individuals in the community, that qualified for housing, and place them in various units throughout the area. Morrison informed the board that she had let the council office know that neither she nor Degraeve could endorse the idea before speaking to their respective boards. During this period the initiative had already passed, so no action was needed at the meeting. Morrison informed the board that the program had already secured \$365,000

through the CRA, to help pay for one year of rent for individuals who will enter and qualify for the program.

B. Annual Property Owners Meeting: Morrison and the Board brainstormed on potential locations that could play host to the CHC's First Annual All Property Owners Meeting. Morrison suggested that the meeting be held in April 2008. The Board agreed to wait till their March 2008 Board meeting to finalize the date for the meeting.

7. Report from Kerry Morrison

A. Helen Bernstein High School Scholarship Fund: In her recent meeting with Helen Bernstein High School Principal, Maria Elena Rico, Morrison mentioned to the board that the High School would be starting a scholarship fund where donors could purchase bricks that would be displayed on the new campus in exchange for donations. Morrison also thanked those Board Members and their respective businesses who had agreed to take part in Career Day at Le Conte Middle School later in the month.

8. Consultant's Report

No Report.

9. Next Meeting

The next meeting is scheduled for Tuesday, March 11, 2008 beginning at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 5:17 P.M.